

## Message Text

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60

ACTION EUR-12

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R 241536Z JUL 75

FM AMEMBASSY VIENNA

TO USDOC WASHDC

INFO SECSTATE WASHDC 6257

AMEMBASSY ROME

AMCONSUL MILAN

UNCLAS VIENNA 6371

FOR H. LINSTROM AND DON TRAFTON, OIM/BIC

E.O. 11652: N/A

TAGS: BEXP, AU, IT

SUBJECT: PROPOSAL FOR "CLOTHING USA" JEEP IN VIENNA, JANUARY  
1976

1. NOTING COMMERCE TODAY ITEM ON SPORTSWEAR AND CASUAL CLOTHING JEEP SCHEDULED FOR MILAN TRADE CENTER, COMATT TALKED BY PHONE WITH BILL TAGE AND DAVID ROSS TO LEARN WHETHER THEY SAW ANY PROBLEM TO EMBASSY PROPOSING THAT SAME JEEP BE RECRUITED FOR VIENNA. TC OFFICERS SAID THAT JEEP IS NOW BILLED AS "CLOTHING USA", HAS BEEN RE-SCHEDULED FOR MILAN JAN. 6-9 AND WILL INCLUDE EXHIBITS OF MEN'S, WOMEN'S AND CHILDREN'S WEAR. THEY SAW NO OBJECTION TO EXHIBITORS ALSO COMING VIENNA AND SAID THAT PROSPECT OF DUAL MILAN/VIENNA SHOWS MIGHT HELP IN RECRUITING PARTICIPANTS.

2. AS WAS STATED IN VIENNA'S A-274 DATED 7/24/75, ON THE AMERICA DAYS EVENTS IN GRAZ LAST APRIL, LEISURE WEAR WAS ONE OF THE MOST POPULAR ITEMS IN THE KASTNER & OEHLER IN-STORE PROMOTION. SEE ALSO VIENNA 5826 OF 7/7/75 ON A BSP OF T-SHIRTS, REPORTING THAT EXHIBITOR ANTICIPATES 1975 SALES IN AUSTRIA OF ABOUT \$240,000. WE BELIEVE AUSTRIAN MARKET FOR AMERICAN READY-MADE WEAR IS PROMISING ENOUGH THAT EXHIBITORS AT MILAN JEEP WOULD

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BE WELL REWARDED FOR RELATIVELY MODEST ADDITIONAL TIME

AND EXPENDITURE REQUIRED TO SHOW THEIR PRODUCTS IN VIENNA.

3. EMBASSY THEREFORE RECOMMENDS THAT COMMERCE SHCEDULE  
THE "CLOTHING USA" JEEP FOR VIENNA JANUARY 13-15. JEEP  
WOULD BE HELD AT AMERIKA HAUS WHICH HAS SPACIOUS ROOM  
AVAILABLE WHERE EWTC'S MERO SYSTEM COULD BE UTILIZED.  
USIS NEEDS CONFIRMATION SOONEST BECAUSE OF PROGRAMMING  
COMMITMENTS AT AMERIKA HAUS.BUCHANAN

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**Disposition Case Number:** n/a  
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